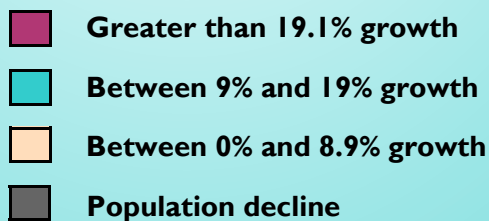
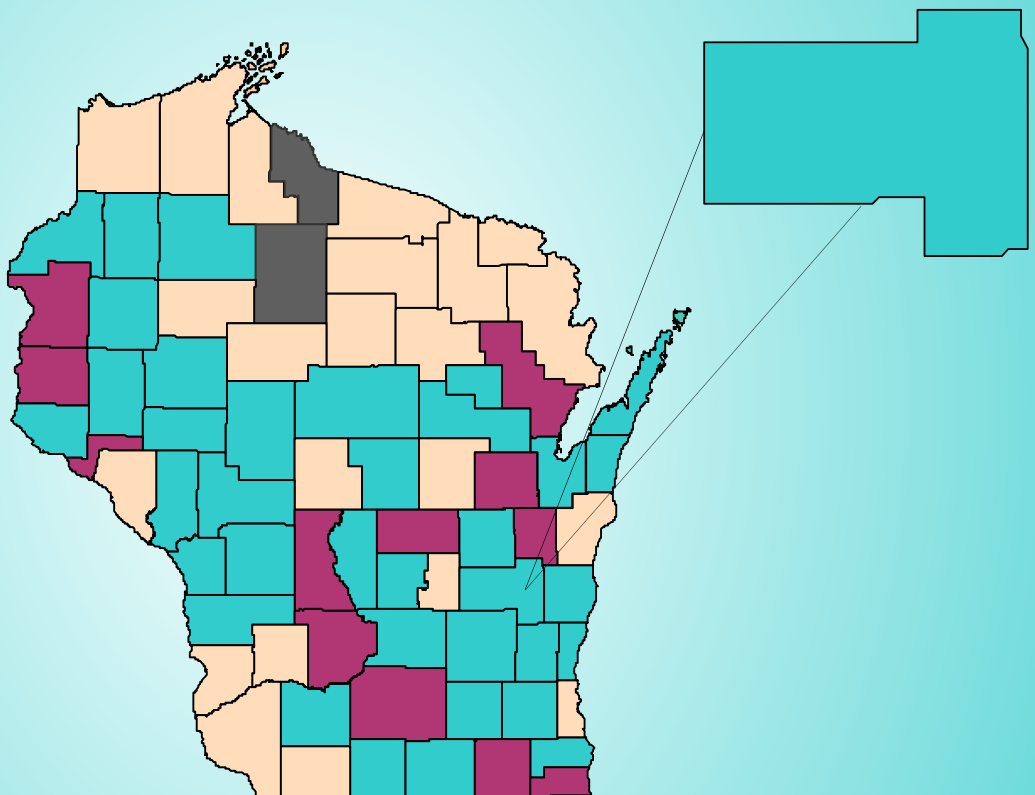


# Fond du Lac County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.  
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



## County Population

Since the 2000 census the population in Fond du Lac County has increased by 1.3 percent, adding just under 1,300 residents. This brings the estimated 2002 population for the county up to 98,589. In comparison, the state of Wisconsin and United States had higher growth rates over the same period. The nation's population increased by 2.0 percent, while the State of Wisconsin increased by 1.7 percent. The slower growth rate in the county continues a trend going back to 1990, with a growth rate of 8.0 percent over the decade, just under the national and state growth rates.

All of the ten largest municipalities in the county showed positive growth during the last two years. The Town of Fond du Lac grew at the fastest rate, increasing its population by 4.2 percent since 2000. However, the City of Fond du Lac, the largest municipality in the county added the most residents, with an increase of 400.

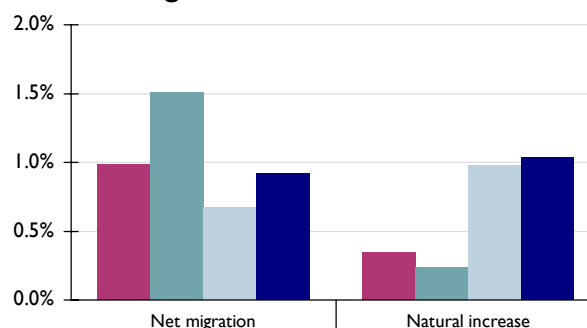
Fond du Lac County is in a transition period in terms of definition. At this point it is not considered a metropolitan statistical area (MSA) in the State of Wisconsin, however this is expected to change in 2005 when it will meet the federal definition. This makes it a bit difficult knowing whether to compare it with the state's metro area's or non-metro area's when looking at where the county's growth comes from. In a sense the sources of

### Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
<b>United States</b>	281,421,906	286,923,000	2.0%
<b>Wisconsin</b>	5,363,701	5,453,896	1.7%
<b>Fond du Lac County</b>	97,296	98,589	1.3%
<b>Largest Municipalities</b>			
Fond du Lac, City	42,203	42,619	1.0%
Ripon, City	7,450	7,569	1.6%
North Fond du Lac, Villag	4,557	4,707	3.3%
Taycheedah, Town	3,666	3,749	2.3%
Waupun, City*	3,282	3,329	1.4%
Empire, Town	2,620	2,646	1.0%
Friendship, Town	2,406	2,433	1.1%
Auburn, Town	2,075	2,122	2.3%
Fond du Lac, Town	2,027	2,113	4.2%
Campbellsport, Village	1,913	1,930	0.9%

\* Fond du Lac County portion only

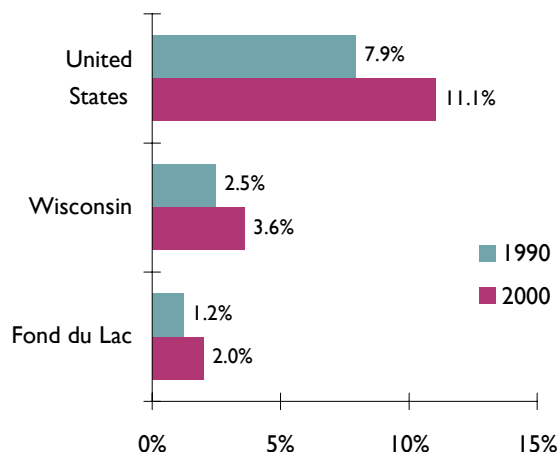
### Net migration and natural increase



Fond du Lac Co.	0.99%	0.34%
Non-metro WI	1.51%	0.24%
Metropolitan WI	0.67%	0.98%
United States	0.92%	1.03%

Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

### Share of Foreign-born Residents



Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

population growth fit in both types of areas. The county exceeds the state wide average and metro area average with 0.99 percent of the 2.3 percent population increase coming from net migration (residents moving to the county minus residents moving out of the county). But the county is below the metro average population increase through natural increase (births minus deaths) yet exceeds

(Continued on page 2)

## Fond du Lac County Workforce Profile

### Population Projections by Age Groups in Fond du Lac County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
<b>2000</b>																
Male	2,971	3,386	3,727	4,085	3,080	2,827	3,251	3,708	3,990	3,707	3,105	2,289	1,760	1,589	1,505	2,497
Female	2,880	3,252	3,544	3,754	2,942	2,798	3,337	4,001	4,025	3,674	3,032	2,394	1,835	1,828	1,853	4,670
<b>2005</b>																
Male	3,047	3,138	3,558	3,831	3,506	3,312	2,929	3,393	3,798	3,998	3,639	2,981	2,133	1,630	1,362	2,773
Female	2,922	3,045	3,424	3,533	3,280	3,288	2,932	3,481	4,059	4,010	3,602	2,952	2,297	1,760	1,687	4,863
<b>2010</b>																
Male	3,174	3,182	3,261	3,658	3,288	3,763	3,439	3,069	3,488	3,814	3,929	3,500	2,786	1,983	1,411	2,851
Female	3,045	3,057	3,170	3,408	3,082	3,627	3,451	3,069	3,536	4,041	3,927	3,503	2,831	2,202	1,631	4,855
<b>2015</b>																
Male	3,321	3,293	3,298	3,336	3,131	3,534	3,884	3,596	3,152	3,499	3,743	3,775	3,271	2,593	1,724	2,941
Female	3,187	3,166	3,176	3,146	2,963	3,405	3,772	3,604	3,112	3,511	3,947	3,810	3,354	2,710	2,041	4,782
<b>2020</b>																
Male	3,396	3,424	3,412	3,371	2,854	3,364	3,642	4,045	3,693	3,164	3,436	3,599	3,534	3,053	2,266	3,277
Female	3,256	3,294	3,288	3,151	2,734	3,280	3,536	3,920	3,655	3,090	3,430	3,831	3,651	3,216	2,518	5,114

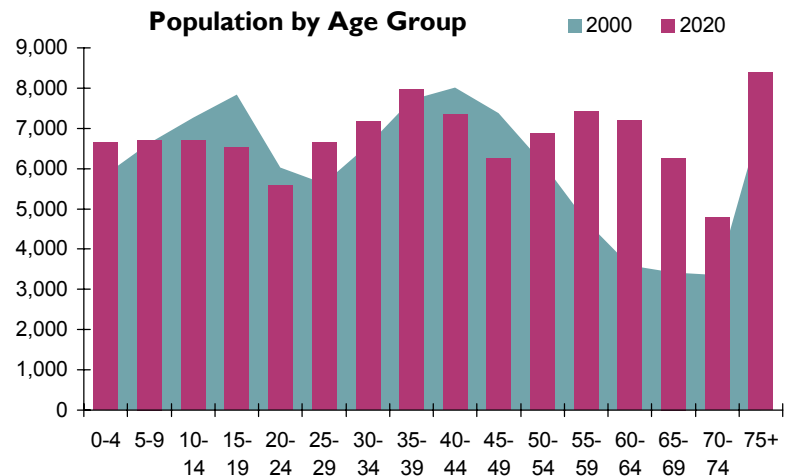
Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

the non-metro areas in this category.

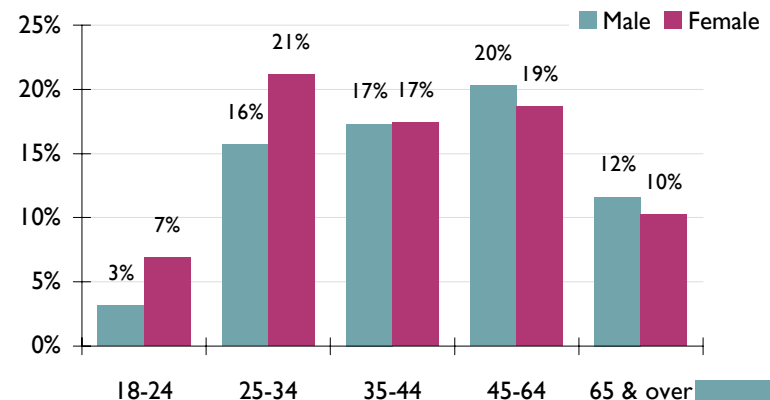
The percent of foreign born residents increased in the county between 1990 and 2000, but lags well behind the state and national levels. Latin America and Europe are the two major sources for the foreign born in the county. Just over 29 percent of these residents come from Europe, higher than the national average, while 35.7 percent of the foreign born are from Latin America.

Like most counties in the state, Fond du Lac is aging. By the year 2020 the county may be looking at a declining labor force. The number in the 15 to 19 year old bracket will have dropped down to a point that it is barely larger than the number in the 65 to 69 year old bracket, or the age where workers will most likely begin to retire.

Currently women make up approximately 65 percent of college graduates in the State of Wisconsin and in the nation. This is reflected in the higher percentage of women with college degrees under the age of 34. As the nation's and area's economy continues to move away from traditional jobs into more technical jobs requiring more education, this may give women a competitive advantage in the labor market.



### Percent of age group with at least a Bachelor's degree in Fond du Lac County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

## Labor Force Characteristics

The labor force is the sum of those employed and unemployed *that have actively sought work in the last month*. **A labor Force eligible person must be 16 years or older and not a member of an institutional population** such as a prison or an armed forces member living on a military base. The term “unemployed” does not necessarily include all people who are not working. For example, those who are retired or choose not to work are not considered unemployed. The labor force in an area is also very dynamic, changing with the changes in the overall economy as well as following the seasonal patterns in the region.

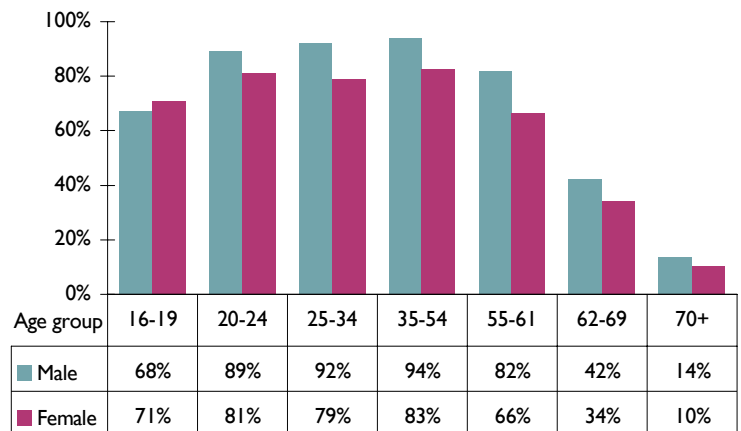
The labor force participation rate is the percent of residents of labor force age participating in the labor force divided by the labor force aged population. The participation rate in Fond du Lac County has mirrored the statewide rate, usually remaining slightly above it. The rate for Wisconsin was 73 percent, which is in the top five states nationally. The nation reported a significantly lower participation rate of 66.9%. The rate for Fond du Lac was 76 percent. It should be noted that as the economy declined beginning in late 2000, the percent of workers in the labor force has increased.

The participation rate varies with workers based on age. Generally it is lower during the earlier years when individuals are in school, and during the later years beginning with age 62 as workers begin to leave the labor market for retirement. Normally the peak period of participation in the labor force by workers is between the ages of 25 and 54. This is consistent with the information from the 2000 Census for Fond du Lac County.

Not only does participation in the labor force vary by age, but also by gender. The percent of women participating in the labor force has been increasing over the last 50 years to the point where it has closed the gap considerably. The only age group where participation of women in the labor force is higher than men is in the youngest age group of 16 to 19 year olds. This trend is fairly consistent in both the region and for the State of Wisconsin.

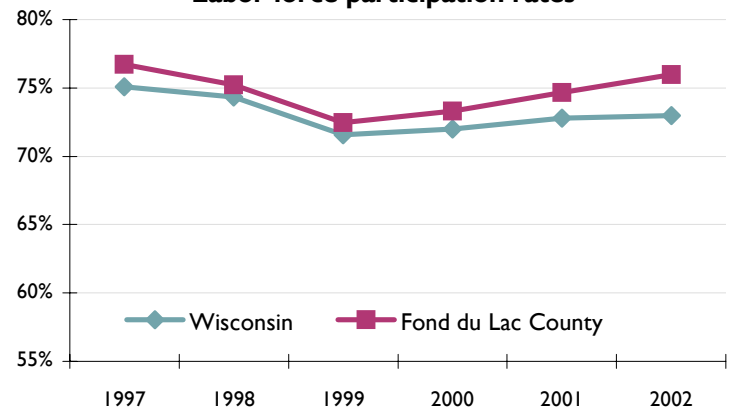
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**Fond du Lac Labor Force Participation by Age & Sex in 2000**



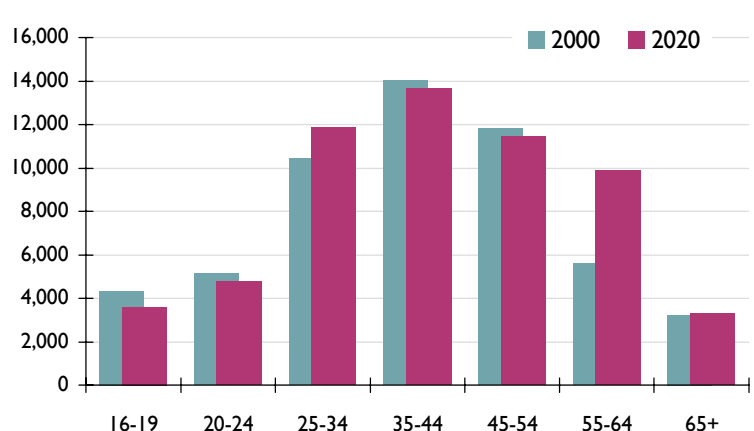
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

**Labor force participation rates**



Source: WI DWD, Office of Economic Advisors, 2003

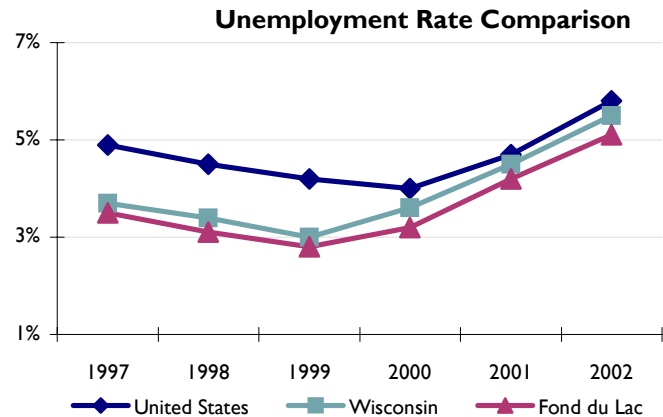
**Labor Force by Age in 2000 & 2020 in Fond du Lac County**



Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

## Fond du Lac County Workforce Profile

In some ways the county's labor force has run contrary to the national economy. Both labor force and employment declined during the three years before the downturn in the national economy, however both have increased since then. However, labor force growth has exceed employment growth. This has resulted in nearly double the number of unemployed in 2002 as in 1999. With this the unemployment rate has climbed following state and national trend, but remaining slightly lower.



### Fond du Lac County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	55,329	54,824	53,122	54,986	56,475	57,049
Employed	53,391	53,130	51,653	53,223	54,087	54,116
Unemployed	1,938	1,694	1,469	1,763	2,388	2,933
Unemployment Rate	3.5%	3.1%	2.8%	3.2%	4.2%	5.1%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

## Occupations in demand

Most of the fastest growing jobs in the region require an associate or bachelor's degree. This is different than the jobs that expect the most openings in area. In comparing the two lists, the are quite different in wages and training requirements.

Although there are fewer opportunities for the fastest growing occupations, they offer substantially higher wages, and for the most part are very transportable to other regions of the state and country.

Many of the fastest growing occupations have a smaller base of positions in the area, so small growth will be a large percent of the field, while the occupations with most openings are already occupations with a large number of jobs in the area, so it is more difficult to have a high growth rate. One other major difference between the two lists is that the fastest growth measures only new positions, while the list with most openings contains both new openings as well as openings created by workers leaving the occupations.

### Fox Valley Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
<b>Fastest Growth</b>	Computer Support Specialists	Associate degree	\$19.11
	Desktop Publishers	Postsecondary voc. trng	\$16.74
	Medical Records/Health Info Techs	Associate degree	\$10.98
	Computer Software Engrs Apps	Bachelor's degree	\$31.19
	Network/Computer Systems Admin	Bachelor's degree	\$25.09
	Personal and Home Care Aides	1-month or less training	\$8.33
	Medical Assts	1-12 mo. on-the-job training	\$11.21
	Network Sysms/Data Comm Anal	Bachelor's degree	\$14.09
	Social/Human Service Assts	1-12 mo. on-the-job training	\$11.62
	Fitness Trainers/Aerobics Instruct	Postsecondary voc. trng	\$9.90
<b>Most Openings</b>	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$7.37
	Retail Salespersons	1-month or less training	\$10.25
	Cashiers	1-month or less training	\$7.62
	Waiters/Waitresses	1-month or less training	\$6.96
	Registered Nurses	Bachelor's degree	\$20.72
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$9.91
	Janitors/Cleanrs Ex Maids/Hskpng	1-month or less training	\$9.32
	Office Clerks/General	1-month or less training	\$10.62
	Stock Clerks/Order Fillers	1-month or less training	\$9.88
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.44

\* The most common way to enter the occupation, not the only way

\*\* Wages from Occupation Employment Statistics survey responses for region, 2001

Fox Valley WDA includes Calumet, Fond du Lac, Green Lake, Outagamie, Waupaca, Waushara and Winnebago counties.

Source: WI DWD, Bureau of Workforce Information, 2002

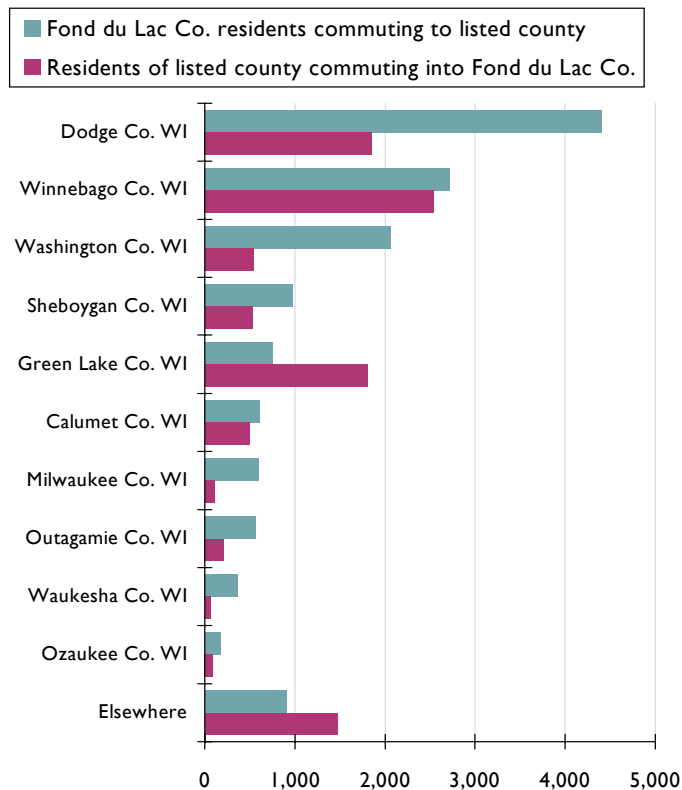
## County Commuting Patterns

Looking at the county's commuting patterns helps determine if the area draws workers to it as opportunities exist, or if the workers have selected to live in the area, but find better opportunities in other areas. The Census looks at commuting patterns every ten years, and, while the numbers may change during that period in most cases the pattern

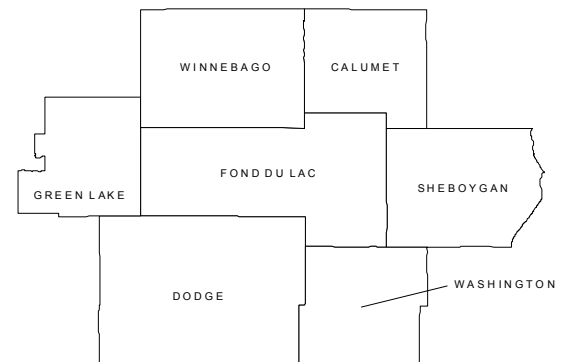
most likely has been going on for decades.

Fond du Lac County is a net exporter of workers. It loses more workers to the surrounding counties than it gains from them. Over 14,000 workers leave for surrounding counties while only 9,700 come into the county for employment, a loss of over 4,400 workers. Some of these workers may only be commuting a few miles. A good example would be with Dodge County. The City of Waupun lies in both counties. So it is possible for workers to never leave the city when they go to work, but in fact are leaving the county. Dodge County is where the largest loss of workers occurs. Over 2,500 more workers leave the county than enter the county for work between Fond du Lac and Dodge County.

The second highest loss of workers goes to Washington County. Surprisingly, the loss to the Appleton/Oshkosh area is less than either of these two counties. The county does not lose workers with every county, it has several positive exchanges. Of note is the large number that comes from Green Lake County.



	Fond du Lac Co. residents commuting to listed county	Residents of listed county commuting into Fond du Lac Co.	Net gain or loss of workers
Dodge Co. WI	4,401	1,852	-2,549
Winnebago Co. WI	2,721	2,544	-177
Washington Co. WI	2,057	541	-1,516
Sheboygan Co. WI	980	530	-450
Green Lake Co. WI	755	1,803	1,048
Calumet Co. WI	614	494	-120
Milwaukee Co. WI	594	109	-485
Outagamie Co. WI	568	215	-353
Waukesha Co. WI	368	63	-305
Ozaukee Co. WI	180	90	-90
Elsewhere	909	1,469	560



Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files



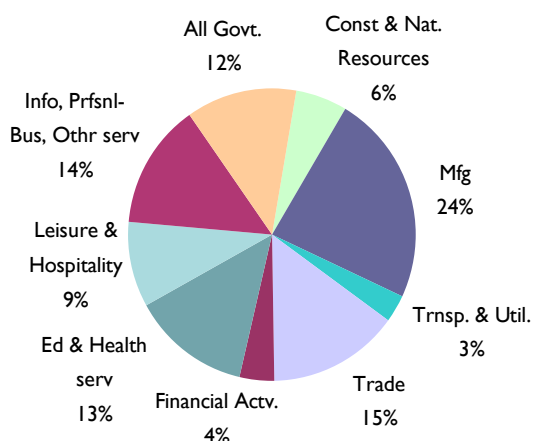
## Industry Employment - Introducing NAICS (North American Industry Classification System)

Starting in January 2003, employment data has been based on NAICS rather than SIC. Most labor market users are quite familiar with the SIC (Standard Industrial Classification) system. The SIC system was developed in the 1930's as a measure of the nation's economy. The system has been revised nearly every ten years since that time, but it is still closely tied to manufacturing industries, as manufacturing represented nearly 50 percent of the economy then. The old SIC system not only emphasized manufacturing, but was also based on ownership rather than

output. If a manufacturer owned a store, it might be included with manufacturing employment rather than retail trade.

Since the inception of the SIC system, the nation's economic base has changed from manufacturing to service based. Currently less than 12 percent of the nation's nonfarm wage and salary employees are working for a business involved in the manufacturing process. About 24 percent of the county's workers are in the manufacturing sector. This is double the percent of workers involved in manufacturing in the nation and about one third higher the state average.

### Fond du Lac County Industry Distribution: 2002



With the change in the classification system, there is no direct crossover to make a simple comparison with previous year's data. The table below shows an approximation of the difference in the classification systems. The new system places a stronger emphasis on the service sectors which have been growing faster than the goods producing sectors during the last 30 years. This should provide planners and counselors better and more timely information on changes that have occurred in the community and to project future change.

Of significance are the creation of new sectors to

(Continued on page 7)

### 2002 Industry Employment in Fond du Lac County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	2,811	6%	Construction & Mining	7%
Manufacturing	11,235	23%	Manufacturing	24%
Transportation, warehousing & utilities	1,505	3%	Transportation, utilities & communication	5%
Trade (wholesale & retail)	7,153	15%	Wholesale trade	4%
			Retail trade	19%
Financial activities	1,777	4%	Finance, insurance & real estate	4%
Information, professional & business services, other services	6,822	14%	Services & misc (incl. agr, forestry, fishing)	26%
Education and health services	6,498	13%	Government	12%
Leisure & hospitality	4,466	9%		
Government	5,964	12%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

## Fond du Lac County Workforce Profile

provide information on the information industry and the leisure and hospitality industry. These and other service sector jobs have shown more growth both nationally and locally. Many of the positions in the service industries are professional jobs, and will require a higher percentage of college educated workers. In the meantime, manufacturing remains a primary source of employment in the county.

Three of the ten largest industry groups in the county are manufacturing. Of the ten largest public and private employers in the county, four are from the manufacturing sector. While manufacturing remains important in the area's economy, it has also been one of the hardest hit in terms of employment loss, both locally and nationally with the latest economic slowdown.

### Top 10 Industry Groups in Fond du Lac County

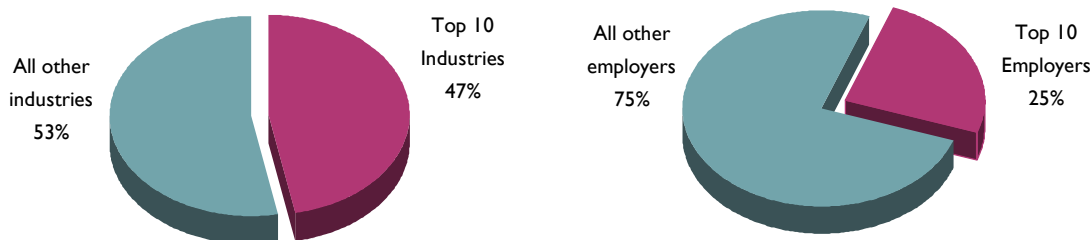
Industry Group	March 2003		Numeric change
	Employers	Employees	2002 - 2003
Machinery Manufacturing	*	*	*
Educational Services	21	3,661	-118
Food Services and Drinking Places	153	3,453	-121
Paper Manufacturing	*	*	*
Food Manufacturing	19	1,996	-162
Executive, Legislative, & Gen Government	33	1,860	22
Hospitals	*	*	*
Specialty Trade Contractors	157	1,377	-16
Ambulatory Health Care Services	102	1,362	-4
Nursing and Residential Care Facilities	21	1,244	91

\*data suppressed to maintain confidentiality

### Top 10 Employers in Fond du Lac County

Company	Product or Service	Size
Brunswick Corp.	Other engine equip. manufacturing	1000 +
International Paper Co.	Corrugated and solid fiber box manufacturing	1000 +
Agnesian Healthcare, Inc.	General medical & surgical hospitals	1000 +
County of Fond du Lac	Executive & legislative offices, combined	1000 +
Fond du Lac School Dist.	Elementary & secondary schools	500-999
Alliance Laundry Systems LLC	Household laundry equip. manufacturing	500-999
Moraine Park Vocational Technical &	Junior colleges	500-999
Ripon Foods, Inc.	Cookie and cracker manufacturing	500-999
Ultra Mart Foods, Inc.	Retail bakeries	500-999
Charter Comm Holding Company LLC	Cable and other program distribution	250-499

### Share of jobs with top 10 industries



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003



## Fond du Lac County Workforce Profile

While it is not possible to directly compare average wages between different areas as they are not a measure of hourly pay, but rather an average of total wages paid by an industry by the total number of workers. It does, however, give some insight as to why commuting patterns may exist with a surrounding county and how the county fares with the state in general terms.

With the exception of the manufacturing industry, average annual pay is lower than the state in all industry sectors.

Overall the county's average annual wage is at 92 percent of the state's. There are several areas that are quite low when compared to the state average. One is that the professional and business services industry group is at 74 percent of the state average, and the other is the leisure and hospitality industry

### Average Annual Wage by Industry Division in 2002

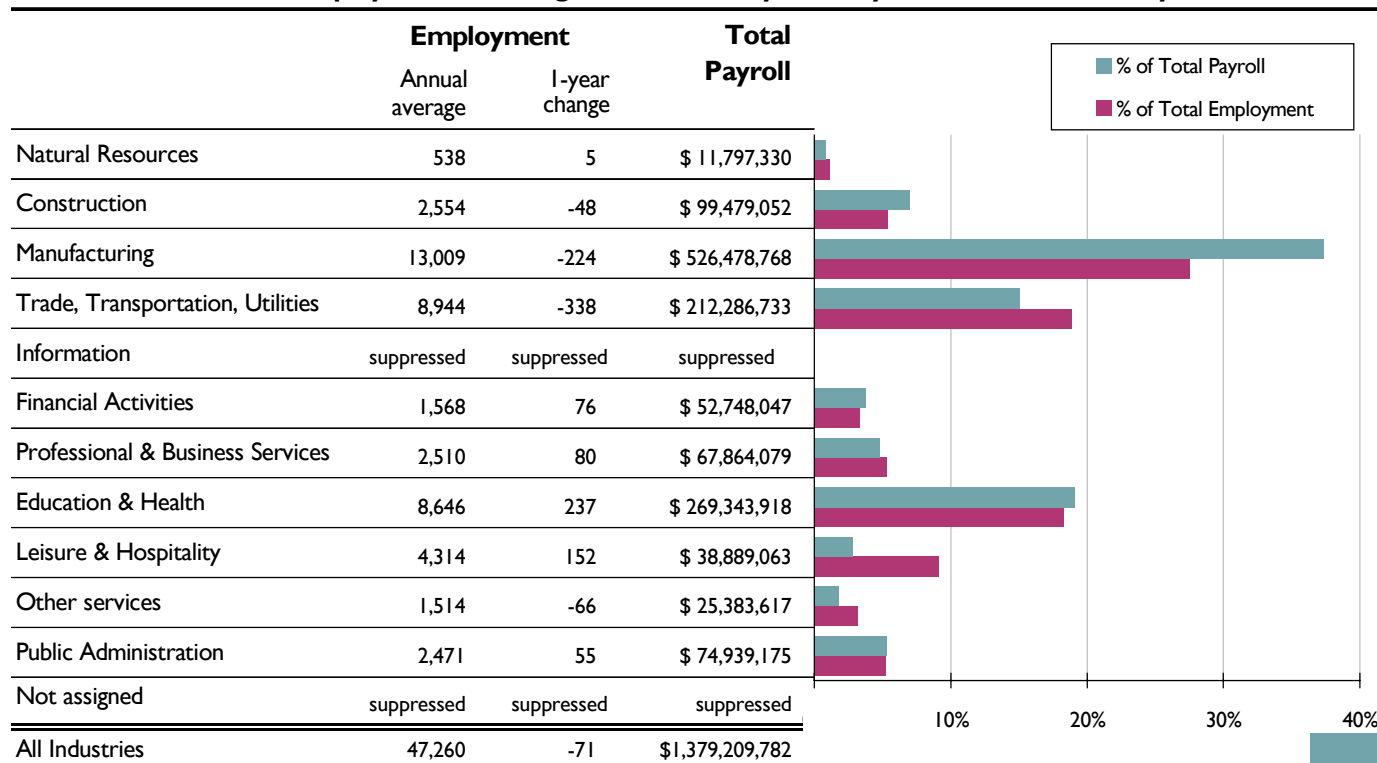
	Average Annual Wage Wisconsin	Average Annual Wage Fond du Lac	Percent of Wisconsin	1-year % change
All Industries	\$ 32,422	\$ 29,811	92%	2.1%
Natural resources	\$ 25,481	\$ 21,928	86%	5.1%
Construction	\$ 39,649	\$ 38,950	98%	1.5%
Manufacturing	\$ 40,584	\$ 40,470	100%	0.5%
Trade, Transportation, Utilities	\$ 28,422	\$ 23,735	84%	3.5%
Information	\$ 38,871	suppressed	suppressed	suppressed
Financial activities	\$ 40,337	\$ 33,640	83%	8.9%
Professional & Business Services	\$ 36,324	\$ 27,037	74%	-1.1%
Education & Health	\$ 33,768	\$ 31,152	92%	5.4%
Leisure & Hospitality	\$ 11,837	\$ 9,015	76%	0.5%
Other services	\$ 19,500	\$ 16,766	86%	3.7%
Public Administration	\$ 33,769	\$ 30,327	90%	2.1%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

at 76 percent of the state average.

Manufacturing is the largest industry group in the county, and it also provides the largest portion of wages paid in the county. Over 37 percent of the county's wages come from this industry.

### 2002 Employment and Wage Distribution by Industry in Fond du Lac County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

## Per Capita Personal Income

Per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rent) and transfer payments (social security, insurance, welfare, pensions) divided by mid-year total population estimates.

The majority of PCPI in Fond du Lac County comes from net earnings, with smaller percentages coming from dividends, interests payments and transfer payments. The percentage from net earnings is just

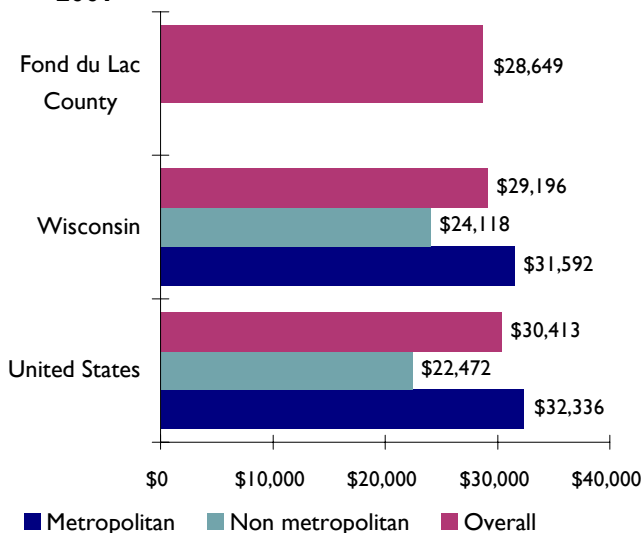
slightly higher than the state and equal to the national average.

PCPI in the county was \$28,649. While the percentage of PCPI from the various sources in the county are similar to the state and nation, PCPI was lower than the state level of \$29,196 and the national level of \$32,336. The PCPI grew faster in the county in the last year than the state and nation, but grew more slowly in comparison over the last five years.

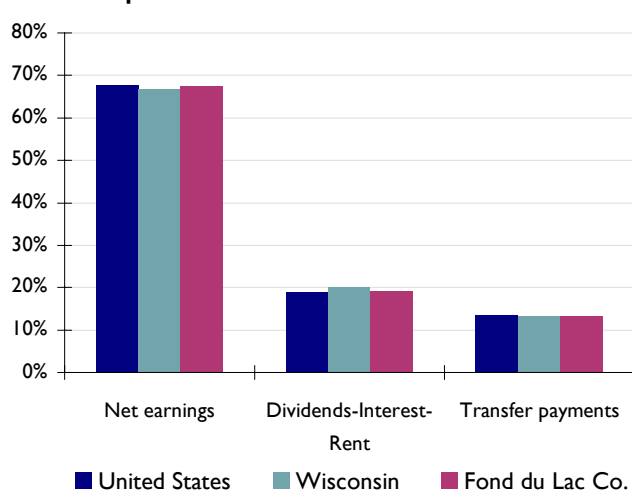
Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Fond du Lac County	\$23,419	\$24,457	\$25,945	\$26,542	\$27,726	\$28,649	3.3%	22.3%

2001



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

### WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

[http://www.dwd.state.wi.us/lmi/wda\\_map.htm](http://www.dwd.state.wi.us/lmi/wda_map.htm)

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

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